

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Bhavesh Mehta, et al. Confirmation No.: 4272

Serial No.: 10/648,599 Examiner: Carlson, J.

Filing Date: August 25, 2003 Group Art Unit: 3622

Title: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

Via EFS-Web  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

- The Examiner is hereby notified that for the following related application(s) an Office Action or other PTO correspondence has been received as indicated below:

**DISCLOSURE OF PTO CORRESPONDENCE**

U.S. Application/ Pat. No.	File Date	Correspondence Type	Correspondence Mailing Date	Atty. Docket. No.
10/799,048	3/11/2004	Office Action	9/3/2008	50269-0578

The related application may contain one or more claims that may be substantially similar to one or more claims in the present application, and those claims may have been rejected in the related application. Therefore, the Examiner is encouraged to review the file history of the related application as some of the information contained therein may be material to the examination of the present application.

Enclosed is at least one copy of Form PTO/SB/08 (A or B) together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under the following (as indicated by an "X" to the left of the paragraph):

37 C.F.R. §1.97(c). If so, then this Information Disclosure Statement includes the following:

A statement pursuant to 37 C.F.R. §1.97(e)

1.97(e)(2) The undersigned hereby states that no item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in this information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

It is respectfully requested that the cited documents be considered and that each enclosed Form PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: September 29, 2008

/DanielDLedesma#57181/

Daniel Ledesma  
Reg. No. 57,181

2055 Gateway Place, Suite 550  
San Jose, California 95110-1083  
Telephone: (408) 414-1080  
Facsimile: (408) 414-1076